

スポーツ科学研究, 7, 23, 2010 年

The 1st International Sport Science Symposium on “Active Life”

【Special lecture I】

International trends in sport management research

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Sport Sciences, 7, 23, 2010

Received: 6 January 2010, Accepted for publication: 6 January 2010

The sport management research conducted today arose in response to the development of sport industry among the developed countries. From the 1880s to the latter half of the 1970s, the three traditional areas of the sporting goods industry, sports services/information industry and sports facilities industry have been the mainstream of the sports industry. As the Japanese economy shifts toward the service industry, however, the increasing use of media and globalization of sports has made the market complex and has given birth to new fields of industry.

Although sport management research had, until 90's, focused mainly on physical education at school, school sports-club activities, and local, extracurricular sport clubs, the "fitness business", "professional soccer business", the business of offering various kinds of sports lessons, and other new job markets that emerged, have promoted the broadening of sport management research topics.

The sport consumer is a new type of consumer born in the context of a society with more opportunity to pursue leisure activities. As the opportunities for people to purchase sports services (tickets to see professional sports and membership in sports clubs) and materials (sports shoes, sportswear, etc.) increase, the sports consumer has begun to attract attention as a new conceptual means of grasping the sport related phenomena of the 21st century.

The value of sport management research could be

determined by social implication to practice of sport industry (Chelladurai, 2006). As more people become involved in sport, the higher the priority of sport policy and the larger sport budgets becomes. Moreover, such trends increases demand for sporting goods and spurs business for facility operators such as private fitness clubs, tennis clubs, and so on.

Finally, there is a globalization of sport management specialist group in different regions. In the North America, Journal of Sport Management (North American Society 2 of Sport Management) was published in 1987 and currently 213 universities offering Sport Management programs; the number that offers doctoral programs has increased to 19. In Europe, European Association of Sport Management was formed in 1994 and publishes European Sport Management Quarterly, In the Oceania region, Sport Management Association of Australia and New Zealand was formed in 1998 and publishes Sport Management Review.

When considering the future of sport management research, careful attention must be paid to all aspects of the sport industry, to physical education in schools, and to the job market that is generated on the front lines of local sport. For the future development of sport management research, cooperation between health and sports-related universities and other institutes of higher education and the people directly engaged in the sports business must be strengthened.